





November 1973

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**BUSINESS IN AN URBAN REFORM SETTING: A Bibliography**

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## BUSINESS IN AN URBAN REFORM SETTING:

## A BIBLIOGRAPHY

by

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Growth in urban areas has long been associated with the health of business and economic activity. As populations clustered together for mutual protection and trade, businesses sprang up and in turn created a need for more workers and consumers. The accumulation of people brought together by economic considerations generated many of the kinds of ills which have come to be associated with urban society.

Business and corporate organizations have a real stake in the health of urban communities. Not only is there a question of responsibility and need, but also one of the availability of the resources necessary to cure many urban ills, thereby involving the private economic sector in the solution of social, economic, and environmental problems.

All members of a society must be held, to some extent, responsible for that society's problems. To the extent

that any group or sector of a society can be "aware" of something, the business sector cannot help but have become aware of their responsibility to the social order it serves.

There is also an element of self-interest in business' involvement in urban reforms. A population whose members have little money and whose lack of skills forebode for future earning power, simply cannot afford to buy business' goods and services. Nor can a business whose outlet stores are looted or burned expect to make a profit.

Riots in the major cities during the 1960's indicated that government alone is incapable of solving urban problems. Slums, unemployment, drug abuse, health problems, racial bigotry and crime have economic and social causes which cannot be eradicated via legislation alone.

Whereas the symptoms of the ailment are fairly obvious, a cure is not so evident. Business has many of the resources available to bring to bear - capital, organizational ability, the potential for providing upward economic mobility - but then the question then becomes one of how to best use those resources.

Some basic approaches are already under study, as businesses seek to improve urban living conditions. Training programs have opened up for minority groups, business-subsidized low-income housing has been constructed and made available, health clinics and maintenance organizations have been established, and minority groups (especially blacks)

have been 'bankrolled' by other businesses in starting their own enterprises in minority neighborhoods.

Business alone cannot solve all urban problems, any more than can government or any single coalition of social organizations. The problems were generated by the society as whole. If there are indeed solutions to them, such solutions must involve the combined efforts of all involved, led by those who have the economic means and the motivation to make such solutions a reality.

This bibliography is not meant to be a comprehensive, all-encompassing study. Instead, it more accurately reflects the most recent phase of business' involvement in acknowledging its responsibility to the society it helped create.

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